



SUSTAINABILITY CASE STUDIES

French Hockey Federation

“Plan de Feminisation”



French Hockey Federation – “Plan de Feminisation”

Objective

1. Make of gender equality a strategic priority.
2. Set clear and ambitious plans, goals and accountable KPIs.

Description

- In 2021, the French Hockey Federation launched a 4 year plan - Plan de Feminisation - with a clear ambition: conquer new public, favour mixing and drive equality values
- The plan details the current situation, challenges, action points and KPIs. It works as a real taskforce: leagues, departmental committees, clubs and partners and was conceived with the aim to become a real tool at national level to implement gender equal initiatives ([Plan de féminisation \(ffhockey.org\)](http://ffhockey.org)).
- Under this umbrella strategy, the French Federation has launched last year a specific concrete event called « The Spring of Women’s Hockey». The objective is to make the world of hockey better known and to present its different facets to young girls and ladies to encourage them to practice, register and invest in our structures. It is also an opportunity to get together around the values of
- hockey: authenticity, fair play, respect, and conviviality.



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Results

- We started this approach in 2014 by just a day “the National Day of Woman’s hockey” and then by a complete week.
- From 2018, even during the covid-19 period, we decided to increase the duration of this event by promoting it throughout the spring. The objective is to make the world of hockey better known and to present its different facets to young girls and ladies to encourage them to practice, register and invest in our structures.
- In addition, and gradually, the FFH supports all the projects by providing kits of communication to the clubs, committees, and leagues with the physical communication media. We also put in a dedicated article, a set of ready-to-use visuals as well as modifiable visuals to bring the “Printemps du Hockey Féminin 2022” to life on their social networks and their website.
- They can use these posters, by just changing with their signatures and communicate with these visuals...!
- We encourage them to highlight the girls and women of their club in their structures and on their digital platforms and to make videos, interviews, games or simply publications highlighting women's hockey within their club!
- The Federation will also highlight all these the actions of the clubs for the benefit of Spring of Women’s hockey. Let's participate, together, in the feminization of our sport. The feminine is gaining ground!

Sophie Raffy - Chargée du développement et de la féminisation



Dans le cadre de l'opération nationale
le printemps du hockey féminin,
 le Hockey Club de Grenoble organise :

Hey les filles, hockey ?
 une initiation gratuite ouverte à toutes

Samedi 18 mai - 10h - 12h30

au gymnase C.S. Reyniès-Bayard
 8 rue Léo Lagrange à Grenoble

Pour découvrir le hockey à tout âge !

petit-déj convivial
 jeux ludiques
 circuits étapes...
 et des surprises !

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